

**CLASS SPECIFICATION**  
**County of Fairfax, Virginia**

**CLASS CODE:** 1509

**TITLE:** DIRECTOR, COMMUNICATIONS PRODUCTIONS DIVISION

**GRADE:** S-32

**DEFINITION:**

Under administrative supervision of the Director of the Department of Cable Communications and Consumer Protection, plans, directs, and integrates the activities and resources of a major county-wide program which provides effective presentations for citizen information and employee communications; and performs related work as required.

**DISTINGUISHING CHARACTERISTICS OF THE CLASS:**

Not applicable.

**ILLUSTRATIVE DUTIES:**

Supervises the development of County-wide communications productions to meet the informational needs of citizens and employees, including consulting with members of the Board of Supervisors, senior staff, citizen groups and others to design effective visual presentations for citizen outreach, employee training, and internal communications;

Manages the daily operations of a multimillion dollar video production center and satellite teleconferencing facility;

Provides supervision to an interdisciplinary staff of engineers, producers, video editors, videographers, writers, researchers, technicians, and administrative staff working in specialized teams to serve the production needs of the County;

Oversees the development of an annual plan to deliver informational programming to all County residents and employees, including the scheduling of all activities, management of resources, and the development of promotional plans to advertise programming to specific audiences;

Coordinates with regional and local government representatives, public/private communications groups or systems, businesses, non-profit organizations, and other groups to expand community programming partnerships, community videoconferencing services, and satellite programming services;

Directs the development of special projects utilizing new technologies by facilitating and directing multi-disciplinary teams, developing and evaluating RFP's, conducting pilot projects, tracking expenditures and analyzing results, and preparing recommendations for County applications;

Develops video services for new technologies including video Internet programming, kiosk videos, emergency message delivery, and internal videoconferencing systems;

Oversees the transition of County production operations from analog to digital services, monitors and evaluates new technologies and equipment used in delivering production services, develops cost-benefit analyses, long-range equipment replacement plans, and recommends the purchase of appropriate equipment and support services to meet operational needs;

Coordinates and supervises the technical operations of the County-wide emergency message system for citizen information;

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Supervises the implementation of the Office of Personnel video training plan including providing satellite teleconferencing facilities, presenting teleconferences and telecourses, developing training programs, establishing a training tape library, and providing staff support to accomplish the plan;

Coordinates the video equipment requirements of other agencies, including the County-wide technical review of all video production equipment purchases, operating an equipment loan pool for all agencies, and providing staff support to accomplish various internal production service requirements;

Conducts studies, prepares reports, testifies before the Board of Supervisors and legislative and regulatory groups on matters pertaining to government, educational, and public access channels and makes recommendations on all proposed changes to cable franchise agreements or other telecommunications proposals;

Supervises all personnel of Communications Productions;

Supervises the preparation of the budget for Communications Productions;

Represents the County in presentations to community groups, government advisory boards, other jurisdictions, and businesses on telecommunications issues.

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

Considerable knowledge of the principles, methods, and problems of cable management;

Knowledge of media practices for determining and developing contracts for actors, scripts, set design, repairs, supplies, and equipment;

Knowledge of franchise obligations related to programming and production;

Ability to direct a staff of creative writers, directors, engineers, producers, video editors, videographers, writers, researchers, technicians, and administrative staff working in specialized teams;

Ability to apply county managerial requirements within the television communications environment.

**EMPLOYMENT STANDARDS:**

Any combination of education, experience, and training equivalent to the following:

Graduation from an accredited four-year college or university with a bachelor's degree in Business or Public Administration, Communications or a related field; PLUS

Five years of progressively responsible professional experience in the managerial, technical and creative facets of television production, of which two must have been in a supervisory capacity.

**CERTIFICATES AND LICENSES REQUIRED:**

None.

REVISED: July 19, 2002

ESTABLISHED: June 12, 1989